

WHAT IS CLAIMED IS:

1 1. A method of doing business, comprising the steps of:

2 providing a public facility electronic ticket control
3 system for communicating with virtual ticket devices, the virtual
4 ticket devices for storing electronic tickets that represent
5 admission privileges for events at the public facility;

6 providing a communications link between at least one
7 image-capturing device and the electronic ticket control system,
8 the image capturing device for capturing an image of a subject
9 located in the public-facility area;

10 transmitting an image-display message from the electronic
11 ticket control system to at least one virtual ticket device.

1 2. The method of doing business of claim 1, further
2 comprising the steps of

3 locating the at least one virtual ticket device; and

4 capturing an image of a subject in the location of the at
5 least one virtual ticket device.

1 3. The method of doing business of claim 2, wherein the
2 image-display message from the electronic ticket control system
3 includes an image file containing at least a portion of the
4 captured image.

1 4. The method of doing business of claim 3, further
2 comprising the step of receiving a message transmitted by the at
3 least one virtual ticket device, the message containing a request
4 to reposition the image-capturing device so as to alter the subject
5 of the image being captured.

1 5. The method of doing business of claim 2, further
2 comprising the step of providing at least one image-display device
3 located in the public facility area for displaying at least a
4 portion of the captured image.

1 6. The method of doing business of claim 5, further
2 comprising the step of displaying at least a portion of the
3 captured image on the at least one image-display device.

1 7. The method of doing business of claim 6, further
2 comprising the step of enhancing the at least a portion of the
3 captured image prior to displaying it.

1 8. The method of doing business of claim 1, wherein the
2 electronic ticket control system is in communication with a network
3 that transmits image data for display in locations outside the
4 public-facility area, and further comprising the step of
5 transmitting at least a portion of the captured image to the

6 network.

1 9. The method of doing business of claim 8, wherein the
2 network is a broadcast network.

1 10. The method of doing business of claim 1, further
2 comprising the step of receiving in the electronic ticket control
3 system a message from a virtual ticket device, the virtual ticket
4 device message being responsive to a previously transmitted image-
5 display message.

1 11. The method of doing business of claim 10 wherein the
2 virtual ticket device message includes an authorization to charge
3 the virtual ticket device owner a fee for displaying at least a
4 portion of the captured image.

1 12. The method of doing business of claim 1, further
2 comprising the step of providing a downloadable user interface for
3 downloading to a virtual ticket device, and use in communicating
4 with the electronic ticket control system.

1 13. A system for selling image display time to virtual ticket
2 device users in a public facility area, comprising:

3 an electronic ticket control system;

4 at least one access point through which the electronic
5 ticket and control system may communicate with a virtual ticket
6 device;

7 at least one image-capturing device in the public-
8 facility area and in communication with the electronic ticket
9 control system; and

10 a processor in the electronic ticket control system for
11 generating an image-display message to at least one virtual ticket
12 device.

1 14. The system of claim 13, wherein the electronic ticket
2 control system includes a virtual ticket device locator program for
3 locating the at least one virtual ticket device.

1 15. The system of claim 13, further comprising a downloadable
2 user-interface program for downloading to virtual ticket devices.

1 16. The system of claim 13, further comprising a display
2 device in communication with the electronic ticket control system
3 and located in the public-facility area.

1 17. The system of claim 13, further comprising a database for
2 storing captured images.

1 18. The system of claim 13, wherein the electronic ticket
2 control system is in communication with a network for displaying
3 captured images on display devices outside the public facility area
4 and connected to the network.

1 19. The system of claim 13, wherein the electronic ticket
2 control system further comprises an enhancement facility for
3 enhancing a captured image prior to transmitting the image for
4 display.

1 20. A method of doing business, comprising
2 providing a public facility electronic ticket control
3 system for communicating with virtual ticket devices, the virtual
4 ticket devices for storing electronic tickets that represent
5 admission privileges for events at the public facility;

6 causing an image to be taken by an image capturing
7 device of a position in the public facility corresponding to an
8 electronic ticket; and

9 sending an offer for sale of the image to the virtual
10 ticket device which stores the electronic ticket.

1 21. The method in accordance with claim 20, wherein the image
2 is a photograph taken by a camera.

1 22. The method in accordance with claim 20, wherein the image
2 is a virtual image and which is transmitted to the virtual image
3 device upon completion of the sale.

1 23. The method in accordance with claim 21, wherein the
2 photograph is given to the holder of the virtual ticket device upon
3 completion of the sale.

1 24. The method in accordance with claims 20, wherein the
2 image is a broadcast image which is broadcast upon completion of
3 the sale.

1 25. The method in accordance with claim 24, wherein the image
2 is broadcast within the stadium.

1 26. The method in accordance with claim 24, wherein the image
2 is broadcast to home viewers of the event.

1 27. The method in accordance with claim 20, wherein a patron
2 requests an image to be taken of his location via the virtual
3 ticket device.

1 28. The method in accordance with claim 27, wherein the
2 public facility informs the image capturing device of the location
3 of the virtual ticket device via the electronic ticket information
4 stored therein.

1 29. The method in accordance with claim 28, wherein a message
2 is transmitted to the patron indicating the approximate time the
3 image will be taken of his location.